Please let us get to know you better

As an exclusive member of the Benson & Hedges Privileges Club™ we would like your opinion of the mailings you've received from us. Please take a few minutes to answer the following questions and return the postage-paid questionnaire to us.

Mr. John Extralongname
The Extralongname Company
Suite 11A, 5th Floor
1234 Main Street
Hometown, New York 99999

1. Overall what do you think about the Benson & Hedges Privileges Club™? (Please check one)
   - ☐ The club is great! I like hearing from Benson & Hedges.
   - ☐ The club does not interest me.
   - ☐ Other comments _____

2. Please think back on all the mailings and items you may have received from the Benson & Hedges Privileges Club. Place a check mark in the appropriate column that best describes your opinion of each item.

	Liked Very Much	Liked Somewhat	Disliked
Quality Choice Collection	☐	☐	☐
Deluxe Pen	☐	☐	☐
Hilton Gift Certificate	☐	☐	☐
Members Service Guide	☐	☐	☐
Privileges Club Magazine	☐	☐	☐
Travel Newsletter	☐	☐	☐
Travel Sweepstakes	☐	☐	☐

3. Did you order any items from the Quality Choices™ catalog?
   ☐ Yes–Continue. ☐ No–Skip to Question 5.

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4. Were you satisfied with the quality and service you received?
   ☐ Yes ☐ No. Why not? _____

4a. Did you find the prices of items reasonable? ☐ Yes ☐ No

5. "I didn't order from the catalog because..." (Check all that apply)
   - ☐ It didn't have things I like.
   - ☐ I don't like ordering items by mail or phone.
   - ☐ The items were too expensive; prices were not reasonable.
   - ☐ I like to see things before I buy them.

6. What kinds of items would you like to see in our catalog?
   - ☐ Men's clothing
   - ☐ Electronics
   - ☐ Luxury items
   - ☐ Household items
   - ☐ Sporting goods
   - ☐ Specialty items like gourmet foods, wine, chocolates
   - ☐ Gardening tools
   - ☐ Women's clothing
   - ☐ Other. What? _____

7. Have you ordered any merchandise or service by mail or phone in the last 12 months?
   ☐ Yes ☐ No

8. Do you have a valid passport now, or have you had one in the past? ☐ Yes ☐ No

9. In the past 12 months, have you taken any...? (Check all that apply)
   - ☐ Business trips within the U.S.
   - ☐ Business trips outside the U.S.
   - ☐ Vacations within the U.S.
   - ☐ Vacations outside the U.S.

10. Do you know of some item or event that would be of special interest in our travel brochure?
    _____

Thank you for filling out this questionnaire.

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BENSON & HEDGES
PRIVILEGES CLUB™
P.O. Box 293, Ridgefield, NJ 07657

U.S. POSTAGE
PAID
PHILIP MORRIS
U.S.A.

1st Class Mail
Permit #75
Ridgefield, NJ

2061035751

Mr. John Extralongname
The Extralongname Company
Suite 11A, 5th Floor
1234 Main Street
Hometown, New York 99999

Urgent:
Dated traveler's newsletter enclosed...
...and your LAST CHANCE to enter
the Quality Matters Travel Sweepstakes!

© Philip Morris Inc. 1992

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BENSON & HEDGES

Quality Choices™

D

order value in Continental U.S.A. only. Not where prohibited, licensed or taxed. If payment is less than the order you certify you are 21 years or older

SHIPPING INFORMATION Please Print:

Name

Address* Apt. #

City State Zip Code

Please give us a telephone number where you can be reached during the day should we have a question about your order

( ) Area Code Number

Sending to a different address? Please print:

Name

Address* Apt. #

City State Zip Code

*Please further your call if your address is PO Box or Rural

PAYMENT METHOD Sorry, no cash or COD's.

☐ Enclosed a check or money order payable to Benson & Hedges Quality Choices™

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

Account Number: Visa requires 13 or 16 digits. MasterCard requires 16 or 19 digits. American Express requires 15 digits. Please include expiration date below.

Please Print:

Name (as it appears on card) Expiration Date

Signature

ITEM NO.	QTY	ITEM DESCRIPTION	ITEM PRICE	TOTAL

SHIPPING, HANDLING AND INSURANCE CHARGES

Orders Up to $50.00	add	$ 3.50
Orders From $50.01 to $150.00	add	$ 4.50
Orders From $150.01 to $300.00	add	$15.00
Orders From $300.01 to $500.00	add	$20.00
Orders Over $500.00	add	

Total Enclosed

Total Due to Quality Choices

Do not tear here (or staples)

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Have you remembered to:

1. Print name and address clearly.
2. Include credit card number with expiration date or a check/money order.
3. Include a day time phone number.
4. Include the 2 (two) required Benson & Hedges carton proofs of purchase.

THANK YOU FOR BUYING BENSON & HEDGES!

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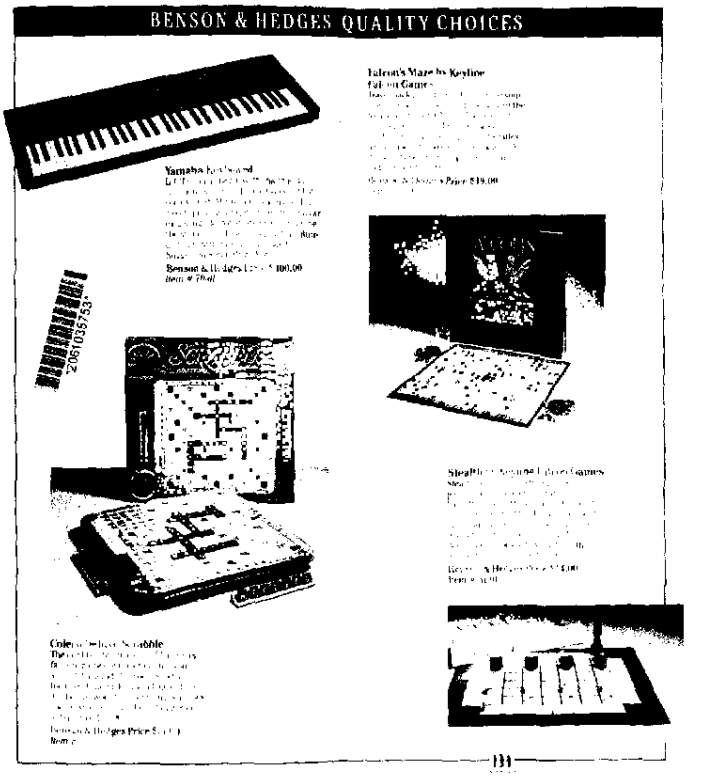

Source: https://www.industrydocuments.ucsf.edu/docs/mhlp0003

Benson & Hedges Quality Resorts of the World Rules

[illegible]

[illegible] random drawing of all eligible [illegible]

[illegible] city of winning [illegible] eligible [illegible] only [illegible] any 31 [illegible] certain [illegible] Box 2390-B [illegible] mail

3 Ultra Lights: 8 mg "tar," 0.6 mg nicotine—Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Last chance!

Entry Deadline December 30, 1988

Here's my entry—*I'm ready to travel!*

Please enter me in the Benson & Hedges "Quality Resorts of the World" Sweepstakes. My prize will be a 1 week vacation for two at the time and place I choose with 1st class airfare to and from my home. As part of my prize, I will also receive $5,000 cash to spend on food, shopping, and entertainment as I wish.

I am a smoker 21 years of age or older and I have read the rules carefully.
No purchase required.

As winner, I would go to:

TAHITI	BALI	HAWAII	RIO	BERMUDA
MEXICO	GREECE	SPAIN	ANTIGUA	CANNES

Please circle one red dot to indicate destination of your choice.

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QUALITY RESORTS OF THE WORLD
SWEEPSTAKES
from
BENSON & HEDGES

Entered before? Enter again!

Please complete this entry card. Detach and mail immediately to beat the deadline.

Name _____

Address _____

City _____

State _____ Zip _____

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